

Station KSNV-TV LAS VEGAS, NV. Advertiser () DCCC/HORSFORD Product Horsford/DCCC Estimate# 1969 Buyer Jesse Demastrie Phone# Fax#	Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 143/149/1969 Flight Dates 10/05/2012 - 10/11/2012 Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
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--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F,M-TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/05-10/11	3	1	3	\$1,350.00	
	2	SG-TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$250.00	10/07-10/11	1	1	1	\$250.00	
	3	F,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$100.00	10/05-10/11	4	1	4	\$2,800.00	
	4	F,M-TH	7A-9A	TODAY SHOW	:30	\$900.00	10/05-10/11	5	1	5	\$4,500.00	
	5	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	
	6	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/07-10/07	1	1	1	\$3,000.00	
	7	F,M-TH	3P-4P	DR. PHIL	:30	\$450.00	10/05-10/11	2	1	2	\$900.00	
	8	F,M-TH	5P-640P	EARLY NEWS	:30	\$1,200.00	10/05-10/11	3	1	3	\$3,600.00	
	9	F,M-TU	630P-7P	JEOPARDY	:30	\$1,600.00	10/05-10/11	2	1	2	\$3,200.00	
	10	F,M-TH	7P-730P	WHEEL OF FORTUNE	:30	\$2,800.00	10/05-10/11	2	1	2	\$5,600.00	
	11	F,M-TH	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$900.00	10/05-10/11	2	1	2	\$1,800.00	
	12	M	8P-10P	THE VOICE	:30	\$4,000.00	10/08-10/08	1	1	1	\$4,000.00	
	13	TU	10P-11P	PARENTHOOD	:30	\$3,200.00	10/09-10/09	1	1	1	\$3,200.00	
	14	SU	530P-630P	NFL	:30	\$10,000.00	10/07-10/07	1	1	1	\$10,000.00	

Rep Order# 6860869 **Ver#** 1 **Mod#** 0 **Status** Confirmed **Traffic Order#** 107427 **Printed:** 10/04/2012 7:32 PM **2 of 3**
EC'd Yes **Last Received:** 10/03/2012 12:56 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. **Agency** () GMMB
Advertiser () DCCC/HORSFORD 3050 K ST NW
Product Horsford/DCCC WASHINGTON, DC 20007
Estimate# 1969 **Agency C/P1/P2/E** 143/149/1969
Buyer Jesse Demastrie **Flight Dates** 10/05/2012 - 10/11/2012
Phone# **Hiatus Weeks**
Fax# **Rep Firm**
IT **Sales Office** () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	F,M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/05-10/11	2	1	2	\$2,400.00	
	16	F,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/05-10/11	2	1	2	\$1,000.00	

---REPORT TOTALS---

Report Totals: 33 / \$44,625.00

---SALES MONTHLY TOTALS---

OCT 12: 33 / \$44,625.00
 Sales Totals: 33 / \$44,625.00
 Station Totals: 33 / \$44,625.00
 Lines not sent/rc/d/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals 2153,873
 CATV 0% KBLR 0% KING 0% KLAS 20% KSNV 23%
 KTNV 20% KTUD 1% KVCW 2% KVMY 3% KVVU 15%
 XXXX 0%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV14
 Demos RA35+

---Agency Comment---
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---
 CASH IN ADVANCE

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